

(812)557-8198

allierassenfoss@gmail.com

www.linkedin.com/in/allie-rassenfoss

allie rassenfoss

Graphic Designer & Illustrator

www.allierassenfoss.com

SKILLS

Email Design
Web Design
Print Design
Digital Design
Collaboration Design
Identity & Branding
Typography
Surface/Pattern Design
Time Management
Illustration
Concept Ideation
Hand-Lettering
Photo Editing

SOFTWARE

Creative Cloud
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe XD
Figma
Microsoft Office
Google Suite
Procreate
Miro

AWARDS

SCAD Academic Scholarship
SCAD Honors Scholarship
SCAD Achievement Scholarship
SCAD Swimming Scholarship
NAIA National Champion
2x NAIA Team Champion
NAIA All-American

EDUCATION

Savannah College of Art and Design (SCAD)
Graduation: March 2022
Bachelor of Fine Arts: Graphic Design
Double Minor: Surface Design & Publication Design
GPA: 3.8 | Dean's List

WORK EXPERIENCE

Retail Graphic Designer

REVEL GROUP | February 2025 - Present

Leads creative for Anakeesta and WildSide retail stores, overseeing merchandise collections from concept through final production while shaping immersive in-store experiences through signage and displays. Builds and maintains a network of freelance talent to support evolving project needs. Collaborates with the purchasing team and external vendors to refine and approve products. Uses sales insights and shifting business needs to make strategic decisions that ensure merchandise resonates with target audiences. Creates original artwork and art directs freelancers to translate brand identity into compelling, cohesive products.

Graphic Designer

VERA BRADLEY | June 2022 - January 2025

Developed diverse marketing materials such as website assets, emails, signage, and paid media. Expertise in email design and collaboration campaigns with brands like Disney, Star Wars, and Sanrio. Assisted the art director and creative team in crafting assets to attract and retain shoppers.

Concept Design Intern

JOANN | May 2021 - August 2021

Collaborated closely with managers, creative directors, and interdisciplinary teams to execute assets tailored for various advertising channels, including print and digital platforms. Supported social media engagement by crafting compelling graphic and illustrative content.

Swim Lesson Instructor

FAMILY ACTIVITY CENTER | July 2015 - February 2021

Planned, scheduled, and conducted swimming and water safety classes for a wide range of participants. Adjusted lessons to individual abilities and focused on age-appropriate skills. Adapted dynamically to ensure effective learning while fostering a safe and enjoyable aquatic experience for all participants.